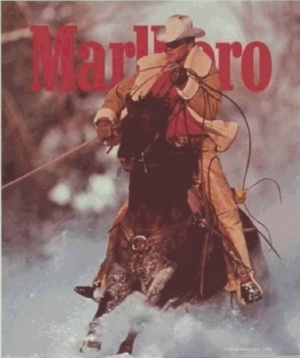


LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 8399-A1-WINTER CHARGE-Req. No. M26396-Page 4/C Bleed-(5 5/8 x 7 3/4)-TV Guide, 1991
Printed in U.S.A.



A cowboy in a tan jacket and hat is riding a dark horse that is bucking in a snowy field. The Marlboro logo is overlaid in large red letters. The background is a soft-focus winter scene with snow-covered trees.

11 mg "tar," 1.1 mg nicotine
av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

